

Table Core Process Flow (11/6/92)

<u>NPD/Technology Management</u>	<ul style="list-style-type: none"> - basic product development - applied engineering technology - packaging machinery development - product toxicological evaluation - subjective evaluation of product - pilot manufacturing (fund commercialization step)
<u>Order Processing & Fulfillment</u>	<ul style="list-style-type: none"> - manufacturing capacity planning (Facilities Planning) - equipment procurement (Purchasing) - project management for facilities and installation (Engineering) - direct materials purchasing (paper, tow, packaging, etc.) - tobacco purchasing (Leaf) - lighter manufacturing partner (?) - specify manning needs - inventory and distribution (Director of Distribution)
<u>Organizational Capability</u>	<ul style="list-style-type: none"> - train work force - union issues in manning/rules
<u>Brand Management</u>	<ul style="list-style-type: none"> - volume forecast by geography - design advertising and promotion program - packaging & POS design and approval
<u>Financial Planning & Budgeting</u>	<ul style="list-style-type: none"> - cost accounting at plant and for plant construction - brand accounting - profit planning group - capital evaluation & financial analysis
<u>Retail Distribution & Visibility</u>	<ul style="list-style-type: none"> - trade marketing translations of brand plan to retail - merchandising planning - assemble POS product/lighter - field sales force sell in - FSF in store placement
<u>Public Perception Management</u>	<ul style="list-style-type: none"> - PR plan & execution - legal & regulatory defense
<u>Trademark Portfolio Management</u>	<ul style="list-style-type: none"> - overall charge of the process - identify role in portfolio, i.e, markets and consumer segments
<u>Separate Development Activity (Partner)</u>	<ul style="list-style-type: none"> - Lighter design, development, production, and distribution

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